

There Is a Crash in the Prices of Merchandise Now



It's Price-Registered Here. The Importance of Being Here Monday Counts by Dollars---Yes, by Hundreds of Dollars.

The use of this store embraces every widespread advantage of all the underpriced world of merchandise offerings. Our buyers are on the alert, and you can expect some startling prices for the best and most wanted goods. Every article here is clothed with price facts and correct descriptions.



Ready-Made Garments!

WHAT AN AWFUL FALL!

The fall in price is no indication of what the garment is. There are no old antiquated ones here; they are all this season's, and they are here for your quick buying—

DRESSES of crepe, silk and all other new materials and combinations that were the best in town at \$25.00 and \$30.00; we marked them choice. **\$14.00**

THE NEWEST DRESSES, with Russian tunics; some in other novel effects of China silk, among them blacks and combination colors; all sizes from 16 to 46; good many were \$15.50; price **\$6.50**

EVERY DRESS that was sold at \$15.00 to \$20.00, and you know how good and beautiful they were, we have marked the price **\$8.50**

ABOUT 250 DRESSES of voile, tissue, crepe and a variety of all things that were \$5.75, will sell for **\$3.00**

Others were up to \$3.98; we have marked the lot down to **\$2.00**

A SALE OF SKIRTS

WILL TAKE PLACE MONDAY

The new Accordeon Pleated All-Wool Serge Skirt, with girder attachment, for **\$5.75**

Others are Black and Navy All-Wool Serge Skirts, the new long Russian tunic and button trimmed effect, for **\$2.98**

There is quite a store of all sorts of garments here. They are as good as ever to you, but not to us. Our prices prove it.

There Are New Shipments of White Goods

The stock has had one of the most remarkable runs. It is easy to sell goods when they are the newest and at half price; some really have been for less than half—

Monday again 25c White Ratine, 28 inches wide, shot nub, 50 pieces on sale for, **12/2c**

19c Checked Crepe, 36 inches double fold, very sheer, for, yard **12/2c**

The basket Oxford has been 25c; it is full mercerized, most perfect cloth for skirts of the season; Monday, **12/2c**

The Ratine Crepe, yard and one-eighth wide, lowest heretofore price 39c; it is now, per yard **25c**

Imported Brocade Skirting, the wholesale cost has been 87 1/2c; it comes in most beautiful colors, light and dark, and sells for, yard **29c**

Crepe Voile, 40 inches wide, that you have bought for 25c, recently 19c; Monday, yard **12/2c**

Ratine Raye, a new shipment for Monday, the popular skirting, for, yard **25c**

English Mistral Crepe, yard wide; we have sold several cases of them at 39c; now selling at, yard **19c**

Beautiful Crinkle Crepe that has been selling for 16 2/3c; it is the serpentine weave; to be sold for, yard **8/2c**

English Mercerized Lingerie, imported to have sold at 50c, 45 inches wide; it is fine and glossy as china silk; on sale for, yard **25c**

More Laces for Monday's Sale

One lace importer has importuned us to take part of his stock in order to help him out. The price concession is the greater part of your interest. We will sell—

Wide Shadow Lace Flouncings, in white or ecru, widths to 25 inches; Monday, yard **25c**

Pretty Net Top Laces, for sleeves and other uses; very desirable, yard, **12 1/2c**

Wash Laces, in every variety, better than wholesale price; they are marked, yard, 3c **5c**

There are Thread Val. Laces, the best French, 1 to 3 inches wide, reduced to, yard **5c**

Another lot of White and Ecru Shadow Flouncings, will sell for, yard **19c**

Lot of Fllet Lace Edges and Bands, 19c and 25c ones, for, yard **10c**

Picot Edges, hemstitched, yard, 2 1/2c to **10c**

This Embroidery Store

Has Gone So Far Below Value That It Has Almost Reached a Gift

Handsome Embroidered Batiste Flouncing, some in lace combinations, have sold from \$3.50, and others to \$5.00; we have marked them down to sell at, **\$1.50**

All full dress lengths.

Lot of Allover Embroideries, various widths from 27 to 40 inches, organdy, voile and crepe embroidery, in colors, dainty French designs; to close Monday; choice, yard **50c**

Embroidered Crepe Voile Flouncing, with mercerized embroidery, good designs are selling at, **25c**

Lot of Batiste and Swiss Flouncings, in dress lengths, heavy hand-like work; they were \$3.25 to \$3.50; Monday quite a **\$1.00**

There are plenty of Narrow Embroideries at good prices, 5c and **12/2c**

The Muslin Underwear Store

Is taking in manufacturers' lots. Some are samples that have been on the road, others are lots made of ends of pieces of cloth; garments as good as they ever have been, prices are not—

Here are Flowered and White Crepe Gowns for... **40c**

Black Lawn Corset Covers for... **29c**

Black Satine and Crepe Bloomers for... **75c**

Women's Pretty Lacey Gowns, made of finest soft nainsook, the lowest reached price has been \$3.00; Monday... **\$2.00**

Lot of Children's Drawers, not all sizes in all the lots; **15c**

The Cordine White Petticoat are among the new; those \$2.50 ones, scalloped embroidered edge, will be **\$2.00**

We mention not one item out of probably a dozen similarly priced.

Why Not Buy Silks in July?

It is a big saving. We sell them so because we can buy them from people whose financial condition cannot permit the holding over.

You can buy yard wide Black Peau de Sole Monday for, **87c**

Yard wide Black Taffeta Silk, and yard wide Black Satin de Cygne, either at, yard **87c**

Lot of Tub Silks—We have sold quantities for \$1.00 a yard; to close out, yard **75c**

The quality we sell at 59c, full yard wide, will sell **40c**

We sell every color of the Best Quality Crepe Meteor, 40 inches wide, also white and black, at, yard **\$1.64**

The popular Printed French Crepe de Chine that has sold so readily at \$2.75, are marked, yard **\$1.50**

The Seco Section

Has Some Special Prices

30 pieces 28-inch English Brocade Crepe Suiting, various colors; to be sold for, per yard **29c**

Imported Box Crepe, solid colors, 40 inches wide, have been 57 1/2c wholesale; for, per yard **29c**

50c Silk Stripe Crepe, all colored grounds, in self colored silk stripe, yard **25c**

50c Bourette Check or Chenille Dot Crepe, also solid colors, pink, black, blue, green and other popular shades, for, yard **30c**

The Fancy Linen Department

Will sell Monday quite a lot of 18x54 Scarfs, with elaborate hand embroidery work; they have been \$3.00, for **\$1.75**



Desperate Millinery Prices

Whatever Hats are here must be sold. They are a good lot, because they have only come in the last two weeks. We have no further use for them and made the price—

For Anything **\$1.50** In the Store

The stock is composed of white sailors, trimmed in various new ways, also black and colored Hats, Panamas and all things that you would have been glad to pay as high as \$18.00 for. Just think—\$1.50 To get them out of the way

Wash Goods--Reduced Prices

Most of them are new, that have recently been sold at full price—

Chiffon Stripe Voile you bought up to now for 25c; comes in all the popular colors, including black and white; Monday for, yard **17c**

25c Woven Stripe Crepe, shown in a variety of beautiful designs and colorings, for, per yard **12/2c**

Special lot of Percale, beautiful designs, yard wide, light grounds, for, yard **8/2c**

Chiffon Finished Organdy, full line of colors, various deep floral effects, that were considered good at 17c all the season, will be sold Monday for, yard **10c**

Case of the Fine Zephyr Gingham Plaids in a fine variety of colors, for, yard **10c**

The Rugby Galatee, shown in full line of stripes and colors, including white; Monday, yard **12/2c**

Lot of Figured Batiste, very fine cloth, pretty printing, for, yard **10c**

Ratine Stripe Crepe, the identical ones you bought at 50c, that are French printing and will sell for, yard **19c**

Lot of Black Batiste, soft and silky, have been 19c, reduced to, yard **15c**

We Buy Linens Direct from the Irish Manufacturers

And none but the most reliable makers. Whether you buy the finest or the cheaper linens, you can depend on the wear.

72-inch Double Damask, all Pure Linen, and heavy weight, will sell for, **78c**

24x24 Dinner Napkins of double damask, usually \$3.50; a recent purchase makes them **\$2.50**

Lot of Tablecloths, 24x24, Irish hand-woven, the best quality that you can find anywhere up to \$6.50 will be sold here for **\$3.50**

Closing out Natural Shade Dress Linen, yard wide, our best 25c quality, for, yard **16c**

There is quite a linen stock at underprices just now, including sheeting.

You can compare the 85c of any in town for **60c**

Hemstitched Linen Pillow Cases, pair **65c**

Dress and Waistling Linens that have been 39c for **25c**

Children's Hats Were Never as Cheap as This

Not even when we bought them. We are closing them out, pink, blue, white and almost everything were **75c**

Others were \$3.00, **\$1.50**

Some were 50c and 59c, **25c**

Lot of White Lawn Dresses for children, 5 and 6 years, long French waist, for **59c**

The Curtain Dep't

Has just received 26 pairs of White Irish Point Lace Curtains; they are 3 yards long, good designs; were to have cost \$5.00 wholesale; **\$3**

retail price will be, pair

Also quite a lot of Ruffle Muslin Curtains, 3 yards long, for **65c**

Furniture Linen that is usually 12 1/2c, at, yard **9c**

Several styles of Imported Linen Cretonnes, were \$1.00 yard; on sale for, yard **75c**

Ladies' High-Grade Silk Boot Hose

High spliced heel, double sole, full regular made; they come in green, purple, red, tan, coral, white, tango and other colors; they are the best 50c Stockings ever put out this season; special price Monday to reduce stock, pair **37/2c**

25c Writing Paper

These come in boxes from a best manufacturer, whose name is withheld. It is the box paper and envelopes that usually sell at 50c.

Others are 18c, 19c and down to 8c for initialed.

SPECIAL PRICES MONDAY

In the Houseware Department

Some of the goods are too many on hand, anxious to close down lots; for instance—

Water Coolers 3 and 4 gallons, will be sold for **\$1.50** AND **\$1.75**

Oil Cook Stoves, silver Brooklyn blue flame, the best known, 2 and 3 burners; instead of \$9.00 and \$11.50, are \$6.00 and **\$8.00**

Aluminum Saucepan Sets, 1, 1 1/2 and 3 quarts, set, **88c**

Electric Irons, with 6 feet cord and attachments, were **\$3.50** for **\$2.00**

Galvanized Wash Tubs will sell for **45c**

Water Tumblers, per dozen **20c**

Tea Glasses, per dozen **40c**

Thin Brown Ice Tea Tumblers dozen **75c**

Ice Cream Freezers, North Pole, heavy galvanized steel, 1, 2, 3 and 4 quarts, for 95c, \$1.25, \$1.75 and **\$2.25**

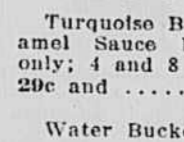
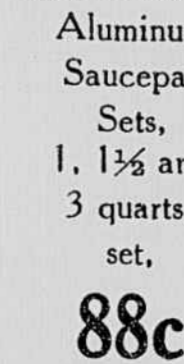
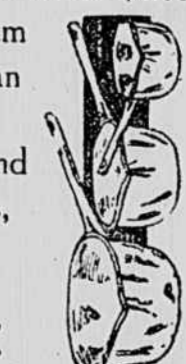
Fruit Pressers and Vegetable Ricers **19c**

Wire Dish Covers, oval or round, all sizes, 10c and **29c**

Opal Glass Towel Bars, with nickel plated ends, for **10c**

Shoe Blackening Cabinet, golden oak, for **\$1.00**

These are only a few of the many things on sale.



The Art Department

Has the advantage of one of the most tasty and artistic designers. There are free instructions in all the new crochet stitches, weekly—Monday, Wednesday and Friday—from 2 to 5 P. M. The department carries a complete line of the ROYAL SOCIETY package goods. The prices are restricted by the manufacturer, except for those goods that are Passe.

Among them are the fine new designs of Infants' First Short Dresses, semi-made, with pretty little yokes, put in with fine beading; these are entirely new and sell at, from **\$1.50**

Good Laundry Bags **39c**

Children's Semi-Made Dresses, in white, blue, rose and tan, sizes 2 to 12 years; price, **\$1.75**

Semi-Made Stamped Ladies' Kimonos, they are lace trimmed, made in the new desirable draped effects; exceptional values **85c**

FRONT-LACED CORSETS

When made with proper adjustments are the easiest to get in and out comforts. We have quite a variety to select from, that are not only comfortable, but proper by actual test of our corsetiere. The prices are—

\$1, \$1.50, \$2 and \$3

The Binner people have the high class front lace models shown with ventilated back and elastic gores, including side lace. They are perfect. **\$5.00**

We will be glad to fit them.



THE BARGAIN BASEMENT

Is a Test of Our Good-Will Towards Our Public. We Sell Goods So Cheap That They Are Generally Far Below Expectations.

You would easily pay 10c for Bleached Domestic, yard wide, for what we sell at, yard **5/2c**

Or 12 1/2c or 15c for Printed Madras, very near yard wide, at **63/4c**

Androsoggin Cotton, yard wide, for, yard **8/2c**

English Bourette Crepe, has been as high as 35c, for, yard **19c**

Unbleached Domestic, over yard wide, for, yard **5c**

12 1/2c Double Width Curtain Serim, for, yard **73/4c**

The Following White Goods for Monday's Sale

10 Curtain Swiss, full yard wide, for, yard **5c**

Madras for waists that you pay 19c for everywhere, for, **83/4c**

English Longcloth, good quality, yard wide, for, yard **5/2c**

Pajama Check, the best yard wide quality, sells for, per yard **8/2c**

White Seersucker, the 12 1/2c quality, for, yard **83/4c**

Bourette Flake Voile, 40 inches wide, everywhere **35c**; here, yard **17c**

About 600 yards Birdseye Diaper Cloth, various widths, to be sold for, yard **5c**

We Have Received Another Lot of Beddings

That had to be closed out. Monday we will sell 60c Bleached Sheets, extra heavy thread and seamless, for, **48c**

The 50c ones, 72x90 size, for only **37c**

Two lots of Pillow Cases, the usual best 10c and 12 1/2c ones, for 5 1/2c and **8c**

18x90 Sheets, that everybody sells at 75c are **56c**

The Heaviest 1.50 Crochet Spreads, in the same department, each **\$1.00**

Various Other Items

Women's Good Quality Hose, in tan or black, for, pair **7c**

25c Gingham Aprons, each **14c**

New lot of Waists some charge 75c; they are here at **29c**

The usual 25c Children's Rompers are **15c**

Various Lace Insertions, worth to 15c yard; choice, dozen **18c**

\$1.00 and 1.25 Middy Blouses, sample lots, all good quality and perfect, for **58c**

Come to the Boys' Department

Where you can buy Monday—All Wash Suits up to 75c for **30c**

Those that were \$1.00 for **69c**

\$1.50 and \$1.75 ones for **\$1.00**

\$2.00 and \$3.00 ones for **\$1.89**

These are closing-out prices. Also, lot of Boys' 75c All-Wool Pants, Knickerbocker style, for **39c**

Boys' 75c Straw Hats, for Monday's sale **40c**